

Peach Aviation Limited Unveils New Logo and Fleet Livery



(c) Peach Aviation Limited

Peach Aviation Limited, Japan's first low-cost carrier (LCC), will roll out its new brand logo on April 1, 2026, followed by its refreshed aircraft livery in spring of 2027.

[Japan, March 31, 2026]

For this major renewal, the airline has appointed globally-renowned designer Oki Sato as its design partner.

Peach Aviation Limited (hereinafter: Peach), a subsidiary of Japan's top airline ANA, has grown to become Japan's third-largest carrier. Based at Kansai International Airport in Osaka, western Japan, the company has carried more than 75 million passengers since 2011. Marking its 15th anniversary, Peach is undertaking a comprehensive brand renewal.

New Logo in Pink, Ivory, Brown

The new logo features an iconic leaf symbol that embodies Peach's signature "playfulness" and "spirit of challenge," the company said in a statement. A warmer shade of pink replaces the original fuchsia pink, with a combination of ivory and brown earth tones that create a balance of warmth and reliability. The updated typography, with its relaxed spacing between letters, represents a departure from a sense of constraint and reflects the airline's desire to offer a more comfortable and enjoyable travel experience.

Random Patterns on the Fuselage

The livery features bold, random patterns along the fuselage, the airliner said. By intentionally avoiding regularity, the new design aims to heighten passenger anticipation for travel and evoke a sense of excitement, it said. While pink remains the main color, the addition of calm beige tones signifies elegance and trustworthiness. At the same time, the vibrant pink that has symbolized Peach since its founding is retained on the central fuselage and tail, preserving the airline's color legacy, it noted.

Warmer, Mature Image

Oki Sato, chief designer at Tokyo-based design office nendo, explains that the renewal is an expression of "a warmer, slightly more mature Peach." Building on its long-standing image of energy and vibrancy, the new livery adds a sense of comfort that appeals to all ages and genders, along with a friendliness that is

reliable yet not overly formal, he said, adding that Peach aims to create a brand image that combines sincerity with a human touch.

“As we mark our 15th anniversary, we are stepping into the next phase of our journey,” said President and CEO Kazunari Ohashi.

“While continuing to refine our on-time performance and core service quality, we will pursue Peach’s unique value and forge ahead with new challenges,” he noted.

About **Oki Sato**

Chief designer of **nendo**, a Tokyo-based design office. Born in Canada in 1977, Sato completed his master’s degree in architecture at Tokyo’s Waseda University in 2002 and established nendo that same year. Recognized internationally, he was selected as one of Newsweek’s “100 Most Respected Japanese People.” He has led a wide range of design projects across architecture, product, and graphic design. For Expo 2025 Osaka, Kansai, he served as the general producer and designer of the Japan Pavilion.

About [nendo](#)

Founded in 2002, the studio works across a wide range of disciplines, including architecture, interior design, product design and graphic design, receiving international design awards. Its major works are included in the collections of leading museums worldwide, such as the Museum of Modern Art (MoMA) in New York, the Centre Pompidou in Paris, and the Victoria and Albert Museum (V&A) in London. Chief designer Sato designed the Olympic cauldron for the Tokyo 2020 Games and worked on the design of new rolling stock for France’s high-speed TGV rail service.

About [Peach Aviation Limited](#)

Established in February 2011 as Japan’s first official LCC with ANA Holdings. ANA then consolidated Vanilla Air and Peach under the Peach brand, and Peach became a wholly owned subsidiary of ANA Holdings in 2024.

Today, Peach serves 25 domestic routes from its six bases—New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha. Internationally, the airline operates 15 routes connecting Japan with destinations in South Korea, Taiwan, China, Hong Kong, Thailand, and Singapore.

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